

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Fall 2021 Campaign Plan, and Results from FY 2021

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TPB Technical Committee Item #8

November 5, 2021



Too Many Pedestrian Deaths



- In 2020, there were 94 pedestrian and 5 bicyclist fatalities, compared to 92 pedestrian and 7 bicycle fatalities in 2019
- 31.5% of the region's traffic fatalities were bicyclist or pedestrian
- Long run trend is increased ped/bike fatalities

| 2020 | Alexandria City | Arlington Co. | Fairfax City | Fairfax Co. | Falls Church City | Loudoun Co. | Manassas City | Manassas Park City | Prince William Co. | Charles Co. | Frederick Co. | Montgomery Co. | Prince George's Co. | DC | TOTAL |
|-------------|--------------------|------------------|-----------------|----------------|-------------------------|----------------|------------------|-----------------------|--------------------------|----------------|------------------|-------------------|------------------------|-----|-------|
| FATALITIES | | | | | | | | | | | | | | | |
| Pedestrian | 2 | 2 | 0 | 15 | 0 | 1 | 0 | 0 | 5 | 4 | 2 | 17 | 36 | 10 | 94 |
| Bicyclist | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 1 | 5 |
| All traffic | 7 | 4 | 1 | 37 | 0 | 12 | 1 | 0 | 18 | 25 | 23 | 44 | 106 | 36 | 314 |
| CRASHES | | | | | | | | | | | | | | | |
| Pedestrian | 51 | 77 | 5 | 130 | 6 | 41 | 12 | 3 | 50 | NA | NA | NA | NA | 626 | NA |
| Bicyclist | 9 | 33 | 4 | 52 | 6 | 27 | 9 | 0 | 14 | NA | NA | NA | NA | 360 | NA |



What is Street Smart?



- Education through Mass Media
 - One media campaign for one media market
 - http://bestreetsmart.net
- Concentrated waves of Gas Station, Transit, TV and Internet advertising designed to change driver, pedestrian, and cyclist

behavior

- Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Advisory Group
- Funded by:
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - TPB Member Governments COG dues (63k)
 - FY 2021 Budget \$820k for consultant, ad placement



Fall 2021 - Press Event



Date: Thursday, November 4th

Location: 5410 MD-210, Oxon Hill,

MD

Speakers:

- Chrissy Nizer, Maryland Motor Vehicle Administrator
- Everett Lott, District Department of Transportation Acting Director
- John Saunders, DMV's Virginia
 Highway Safety Office Director
- Major Nickie Smith, Prince George's County Police Department Special Operations Division Commander
- Martin L. Harris, Acting Director,
 Prince George's County Department of Public Works and Transportation
- Kenniss Henry, mother of Natasha
 Pettigrew, who was killed while biking in Prince George's County



Testimonial Wall



The Testimonial Wall engages visitors with stories of how those affected by a serious or deadly crash have managed the impact on their lives.

- Ren Werbin, survivor, Alexandria,
 VA
- Gwen Ward, family member, Germantown, MD
- Nicholas Clarke, family member,
 Washington DC
- Additional videos:
- Helen Harris, survivor, Rosslyn, VA
- Angelo Brown, family member, Oxon Hill, MD
- Kenniss Henry, family member, Cheverly, MD





Testimonial Wall Tour



- 6 Metrorail Station locations
- 10/28: George Mason University
- 11/15-11/19 or 11/21:
 Union Station; Partnership with DC Families for Safe Streets
- 11/20-21: Prince George's Mall
- 12/3-5: DCUSA (Columbia Heights)
- 12/11-12 and 12/18-19: Westfield Wheaton





Paid Media



| Outdoor | \$ | 66,302 | Online Video | \$ | 75,089 |
|----------------------------------------------------------------------|--------------------------------------------------------------|--------|---------------------------------|---------|------------|
| Exterior Bus Ads | | | YouTube, Google Video Display N | letwork | k, Twitter |
| 4 weeks starting 11/1 200 bus tails (175 paid, 25 bonus as space | 3 weeks starting 11/8 Estimated 5 million served impressions | | | | |
| 350 interior cards (bonus) | | | | | |
| | | | | | |
| Over-the-Top/ Connected TV (OTT) | | \$ | 90,039 | | |
| 3 weeks starting 11/8 | | | | | |
| Selected Option: With one-question sur | vey | | | | |
| 1,875,635 estimated video impressions + 1 million survey impressions | | | | | |
| | | | TOTAL | \$ | 231,430 |



Other Activities



- Online news room with media materials
- Media Tour pitching safety tips and interviews
- Law enforcement activations
- Suggested Enforcement Dates: November 5-30
- Best Practices in Pedestrian Enforcement
 Webinar: For our law enforcement partners Tuesday, November 9th at 9:30 AM 12:00
 PM.

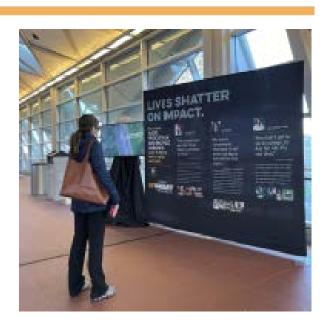
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FY 2021 Summary



- No in-person press events were held
 - Virtual Press Room, b-roll and media tour
- Three new testimonial videos were added
- The testimonial wall was deployed as a contactless installation at shopping malls and Metro stations
- Enforcement activations took place only in the Spring of 2021
- Paid media included bus, digital, and connected TV advertising, with 15 and 30 second testimonial videos



FY 2021 Results



CAMPAIGN VALUE:

- Street Smart nearly quadrupled its annual campaign budget.
- Combining added value with earned and donated media and services, the fiscal year 2021 Street Smart program garnered more than \$3.1 million in overall campaign value on a budget of \$820,000.

| EFFORT | VALUE |
|------------------------------|-------------|
| Earned Media Publicity Value | \$1,414,566 |
| Paid Media Added Value | \$192,063 |
| Donated Media Value | \$ 708,329 |
| Campaign Budget | \$820,000 |
| TOTAL CAMPAIGN VALUE | \$3,134,958 |

See the Annual Report for more details.



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